



## About the California Latino 5 a Day Campaign

The *California Latino 5 a Day Campaign* is a public health initiative led by the California Department of Health Services and administered by the Public Health Institute in cooperation with the National 5 A Day Program of the National Cancer Institute. Its purpose is to empower Latino adults and their families to consume 5 to 9 servings of fruits and vegetables and engage in at least 30 minutes of physical activity every day. The *Campaign* also works with communities throughout California to create environments where these behaviors are socially supported and easy to do. The *5 a Day* and physical activity objectives are designed to reduce the risk of chronic diseases, especially cancer, heart disease, and obesity.

### Program Components

The *California Latino 5 a Day Campaign* uses a combination of culturally and linguistically appropriate mass media and community-based approaches to encourage Latinos to meet their fruit and vegetable and physical activity goals. The *Campaign* airs Spanish and English television and radio advertisements, operates *5 a Day* mobile billboards as part of its outdoor advertising efforts, and has a cadre of bilingual spokespeople who present *5 a Day*- and physical activity-

related issues to the media. The *Campaign* also conducts community-level interventions through large Latino festivals, farmers'/flea markets, supermarkets and neighborhood stores, and provides educational materials to health service provider organizations and community groups throughout California.

The *California Latino 5 a Day Campaign* is currently operating in four regions in Central and Southern California under the strong leadership of four lead agencies. The lead agencies receive funding to conduct the community-

based interventions, support the media activities, advocate for health-promotion policies, and work with their community coalitions to expand their partnership base and seek ways to create community environments that support fruit and vegetable consumption and physical activity. Over the next three years, the program plans to roll out its interventions in five other regions throughout California that have substantial Latino audiences.

### Annual Reach

In 2004, the *California Latino 5 a Day Campaign* will directly reach over 825,000 Latino adults in the Central Valley, Central Coast, Inland Empire, and San Diego regions. This reach is





supported by television, radio, and mobile billboard advertisements that will achieve over 27-million consumer impressions by the end of 2004. The annual reach of the *Campaign* will grow substantially as new lead agencies begin to implement and sustain the program in other regions of the state.

## Campaign Timeline

The concept of the *California Latino 5 a Day Campaign* was introduced in 1994. The *Campaign's* interventions were fully developed and pilot tested in 1998 and 1999, and a large-scale evaluation study was conducted in 2000 to determine the effectiveness of the program. Implementation of the *Campaign* through lead agencies in the Central Valley and San Diego regions began in 2002, and the Inland Empire and Central Coast regions were added in 2003. Plans are underway to ensure nearly statewide implementation by 2006.

## Awards

The *California Latino 5 a Day Campaign* has received numerous awards, including the 1999 Gold Cindy Award for Outstanding Educational Video, the Public Relations Society of America's 2000 Prism Award for Ethnic/Multicultural Program of the Year, the 2001 National Public Health Information Coalition Award for Excellence in Public Health Communications, and the 2001 International Mercury Award for Public Health Awareness Campaign.

## Partners

The *California Latino 5 a Day Campaign* partners with many public, private, and nonprofit organizations in California. The partners contribute to the program by endorsing, adopting, adapting, enhancing, and extending the *Campaign* within their organizations and advocating for policies that support fruit and vegetable consumption and physical activity. Some of the partners include WIC agencies, American Cancer Society, Latino Coalition for a Healthy California, National Association for Latino Elected and Appointed Officials, California Mexico Binational Health Initiative, Chicano Federation, Kaiser Permanente, Migrant Education, California Alliance of Family Farmers, and numerous county health departments, supermarkets, farmers' markets, flea markets, festivals, community clinics, food banks, newspapers, and radio and television stations.

## Evaluation

Each component of the *California Latino 5 a Day Campaign* has been pilot tested and carefully evaluated to ensure success. The evaluation study is evidence that the *Campaign* leads to improved fruit and vegetable consumption for California Latinos and is a truly effective public health initiative.

## Funding

The *California Latino 5 a Day Campaign* is funded by the United States Department of Agriculture Food Stamp Program. Funds for the evaluation study were provided by a grant from the National Cancer Institute and the Centers for Disease Control and Prevention.



For more information,  
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